

For Immediate Release

Avid/Digidesign 4536 Sandy St. Los Angeles, CA 90001 Michael Malinoski, Director of Public Relations October 18, 2010

Avid Holds Companies Largest Product Correction to Date

Digidesign is presenting their newest program Protools HD 8.5 at Palm Springs convention hall on Thursday, November 15.

Digidesign's newest program Protools HD 8.5 hits the shelfs on November 23, 2010. This program was created in response to the issues that Protools HD 8 experienced in the shutdown process. Digidesign assures consumers that all problems have been fixed and the program has been modified. The new Protools introduces new plug in's, shortcuts and more track space to make the Protools experience even better.

"The last addition of Protools was just OK, especially with that glitch," Jim Sheafer, Digidesign's director of research and development said. "With this new program we've fixed the problem and we've jammed it full of all sorts of new stuff."

To present this updated program Avid, Digidesign's mother company, is holding an open house at Palm Springs convention hall on Thursday, November 15. Avid would like to extend an invitation to all engineers who have returned their defective Protools programs. At the convention all who have complied with the recall will be able to exchange their defective Protools 8 for a free copy of Protools HD 8.5.

At the convention there will be presentations made by Digidesign's own Soundtech team to educate everyone on the ins and outs of this new Protools program. There will also be workshops where engineers are able to get their hands on the new product and test it out with guided assistance.

Avid would also like to inform everyone that there will be venders present at the convention. They will be selling things like more plug-ins not included stock in the Protools program, mic cables, interfaces and mic pre-amps. There will also be various microphone companies represented at the convention where you can buy almost any microphone you can think of and place an order for the rest. These microphone companies include Neumann, AKG, Shure, and many more top of the line microphone companies.